

## GILLETTE STADIUM - Route 1 Walpole, S/F - **DIGITAL**



### DESCRIPTION

Located on Boston's busiest secondary roadway, Route 1, The Boston-Providence Highway in Walpole, this board stands 1 mile north of **Gillette Stadium**. This is the only high-resolution digital unit in the area and faces traffic headed to Boston from Foxborough and other southern towns. Gillette Stadium is busy with both soccer and football seasons and it is now a year round destination as an entertainment venue with celebrity concerts, symposiums, and trade shows. In addition, the Patriot Place complex, the 1.3 million square foot shopping and entertainment complex adjacent to Gillette Stadium, now draws thousands of additional vehicles each day to this area of Route 1. Also, Plainridge Park Casino, the only casino in Massachusetts, is only 5 miles from this unit and adds traffic to this roadway every day.

**SIZE:** 14'H X 48'W (Digital)

**SPOT LENGTH:** 10 seconds

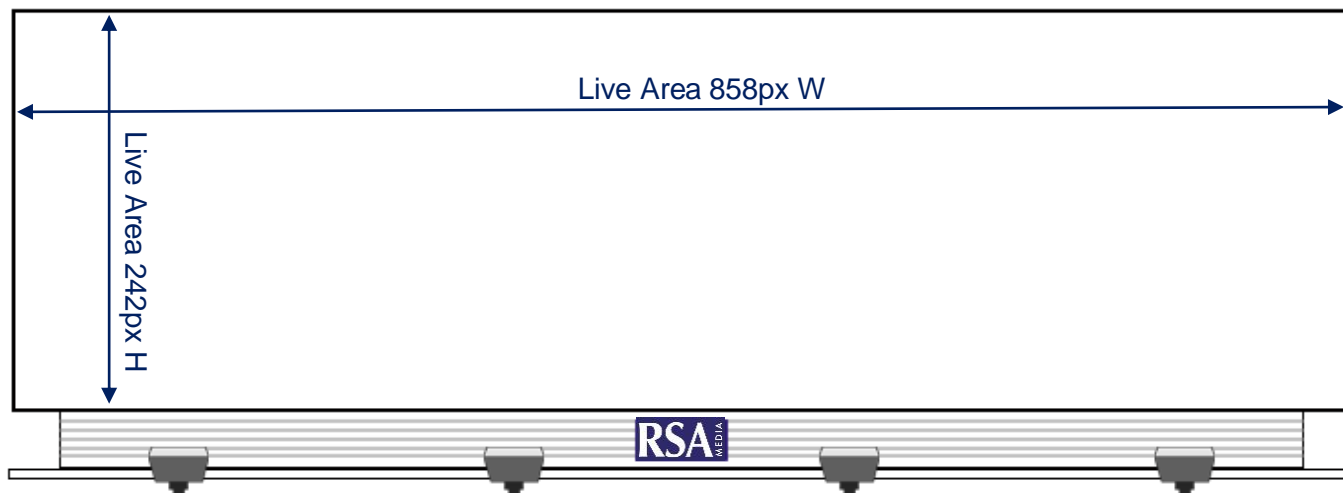
**# OF SPOTS PER :60 LOOP:** 6

**WEEKLY A18+ IMPs :** 97,632 *PER SPOT*

**LONGITUDE:** -71.2539 **LATITUDE:** 42.1053



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**MATERIAL:** Digital

**PIXEL DIMENSIONS:** 242H x 858W

**RESOLUTION:** 72 PPI

**ORIENTATION:** North

**OTHER:** N/A

**FILE PREPARATION:** Finished as JPEGs. Color should be RGB or YCbCr. Artwork received after 5PM will be uploaded on the following business day.

**FILES:** Files should be sent to [Susan@rsamedia.com](mailto:Susan@rsamedia.com)

### ARTWORK INQUIRIES, FILES:

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